

Message Text

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ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 /015 W
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P R 172122Z AUG 76
FM AMEMBASSY SANTIAGO
TO SECSTATE WASHDC PRIORITY 905
INFO USIA WASHDC

UNCLAS SANTIAGO 8017

E. O. 11652: N/A
TAGS: OEXC, CI
SUBJECT: AMSPEC MAUREEN BUNYAN

REF: A. STATE 201039; B. SANTIAGO 7731

1. STORY ON PUERTO RICO FINE. HOW MANY MINUTES? KENNEDY
CENTER MATERIAL WOULD BE EXCELLENT. HAS MATERIAL BEEN POUCHED?
IF NOT, GIVEN TIME FACTOR, PLEASE HAVE MS. BUNYAN CARRY MATERIAL
ON PUERTO RICO AND KENNEDY CENTER WITH HER AND WE WILL TRY TO
GET IT THROUGH CUSTOMS AND CENSORSHIP EXPEDITIOUSLY. UNDER
WHAT NATIONALITY PASSPORT WILL MS. BUNYAN BE TRAVELING? DOES SHE
HAVE VISA?

2. NEED FLIGHT INFO ASAP, TO COMPLETE BEGINNING AND END OF
SCHEDULE.

3. FOLLOWING IS BUNYAN SCHEDULE:
AUGUST 21 ARRIVAL: SCHEDULE DEPENDS UPON ARRIVAL TIME BUT
WILL BE LIGHT AND WE HOPE INTERESTING. WILL BE MET BY USIS
OFFICER.
AUGUST 22 - 3:00 P.M. DEPARTURE BY TRAIN FOR MAJOR SOUTHERN CITY
CONCEPCION (WILL BE ACCCOMPANIED BY USIS OFFICER).
10:00 P.M. ARRIVAL IN CONCEPCION
AUGUST 23 - 10:30 AM.. VISIT TO CONCEPCION CHANNEL 5 TV FOR
TOUR OF STATION AND WORKSHOP WITH NEWS DIRECTOR AND STAFF ON
TV PRODUCTION TECHNIQUES.
1:00 P.M. LUNCHEON HOSTED BY BRANCH PUBLIC AFFAIRS OFFICER.
3:30 P.M. APPEARANCE ON CHANNEL 5 TALK SHOW "BUENAS TARDES".

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5:00 P.M. PRESS CONFERENCE AT CHANNEL 5 FOR INVITED MEDIA

REPRESENTATIVES.

6:00 P.M. FILMING OF TV INTERVIEW FOR EVENING NEWS PROGRAM
"TELECINCO".

8:00 P.M. DINNER

10:00 P.M. DEPARTURE FOR SANTIAGO VIA "SLEEPER" NIGHT TRAIN.

AUGUST 24 - 8:15 A.M. ARRIVAL IN SANTIAGO

3 - 5:00 P.M. TOUR OF UNIVERSITY OF CHILE TV CHANNEL 9
AND DISCUSSION OF TV PRODUCTION TECHNIQUES WITH NEWS STAFF;
POSSIBLE PARTICIPATION IN EVENING NEWS PROGRAM.

7:00 P.M. RECEPTION IN MS. BUNYAN'S HONOR AT MOE OF INFORMATION
OFFICER. LEADING SANTIAGO MEDIA PERSONALITIES WILL BE INVITED.

AUGUST 25 - 10:00 A.M. TALK WITH JOURNALISM STUDENTS AT UNIVERSITY
OF CHILE (BRIEF DESCRIPTION OF MAIN FEATURES OF TV NEWS
PRODUCTION IN U.S. WOULD BE USEFUL TO LAUNCH DISCUSSION).

12:00 NOON. TOUR OF NEWS DEPARTMENT, CATHOLIC UNIVERSITY
CHANNEL 13.

1:00 P.M. DISCUSSION WITH CHANNEL 13 NEWS STAFF ON TV
NEWS PRODUCTION.

2:30 P.M. LUNCH.

4:00 P.M. RETURN TO CHANNEL 13 TO OBSERVE PRODUCTION OF EVENING
NEWS PROGRAM.

7:30 BREAK FOR DINNER.

9 - 10:00 P.M. VIEWING OF NEWS PROGRAM AND PARTICIPATION
AS GUEST REPORTER WITH STORY ON PUERTO RICO OR KENNEDY
CENTER.

AUGUST 26 - 10:00 A.M. TALK WITH JOURNALISM AND COMMUNICATION
ARTS STUDENTS AT CATHOLIC UNIVERSITY (SAME THEME AS U. OF
CHILE SESSION).

6:30 - 10:00 P.M. TOUR OF NATIONAL TV (CHANNEL 7),
DISCUSSION WITH NEWS DIRECTOR AND ASSISTANT RE TV PRODUCTION
TECHNIQUES AND POSSIBLE PARTICIPATION IN EVENING NEWSCAST
WITH MATERIAL MS. BUNYAN SENDING OR BRING TO US.

AUGUST 27 - 8:30 AM.M. DEPARTURE FOR VALPARAISO BY CAR.

10:30 A.M. ARRIVAL VALPARAISO

11:00 A.M. ROUNDTABLE DISCUSSION WITH VALPARAISO CHANNEL
4 NEWS STAFF.

1:00 P.M. LUNCH WITH SMALL GROUP CHANNEL 4 EXECUTIVES AND
NEWS PERSONNEL.

3:00 P.M. (OPTIONAL) TOUR OF VALPARAISO, VINA DEL MAR
(PACIFIC RESORT CITY).

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7:00 P.M. SMALL RECEPTION AT HOME OF CHANNEL 4 GENERAL MANAGER
CARLOS MELENDEZ.

9 - 10:00 P.M. PARTICIPATION IN CHANNEL 4 NEWS PROGRAM
"PRIMER PLANO".

AUGUST 28 - DEPARTURE FROM VALPARAISO TO SANTIAGO AIRPORT.

4.NOTE: DISCUSSION FORMAT SUGGESTED BY VALPARAISO CHANNEL 4
CAN SERVE AS GENERAL BASIS FOR MOST DISCUSSION SESSIONS DURING

VISITS, WITH MS. BUNYAN CHOOSING WHAT SHE WISHES TO STRESS
AND WHAT TO PASS OVER LIGHTLY, IS FOLLOWING:

TV JOURNALISM

1. THE NEWS: FORMAS (NEWS FORMAT), DESSARROLLO (DELIVERY OF NEWS STORY), ENFOQUES (PERSONAL ORIENTATION), MEDIOS FISICOS DE EXPRESION, RECURSOS HUMANOS, RECURSOS ECONOMICOS, LENGUAJE (NARRATION, FILM, ETC. MIX), EQUIPOS.

2. CRITICISM:

A) VISION Y NOTAS SOBRE EL PERIODISMO TELEVISIVO DE CHILE.
B) QUE HARIA USTED PARA MEJORAR Y/O CORREGIR?

3. DIVULGACION:

- FIGURAS DE LA TELEVISION ACTUAL EN LOS ESTADOS UNIDOS DENTRO DEL PERIODISMO DE TV.- SUS EXITOS Y FRACASOS.
RAZONES.
- EL PERIODISMO DE FINES DEL SIGLO XX, SUS OBJETIVOS,
DEBERES Y PROYECCIONES.
- QUE INFLUENCIA TIENE LA TV EN RELACION AL PERIODISMO ESCRITO?
- TEMAS LIBRES: PREGUNTAS Y RESPUESTAS.

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